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Electro No. 1

Something New and Good

in

# SWEET CORN



Offered to the Trade  
for the First Time in the Fall of 1910



The Livingston Seed Company

Columbus, Ohio

# New Sweet Corn Livingston's Early Sugar



SOME five years ago we discovered with an old gentleman not very far from Columbus a distinct new sort of Sweet Corn which our old friend had been raising for a number of years. He belonged to that class of men who couldn't let well enough alone, but had to improve all the time and raise the standard.

Three points he was evolving in this new Sweet Corn which had been his pet for some years before we found it. Earliness, Sweetness and Beauty he considered the prime requisites necessary in a good Sweet Corn.

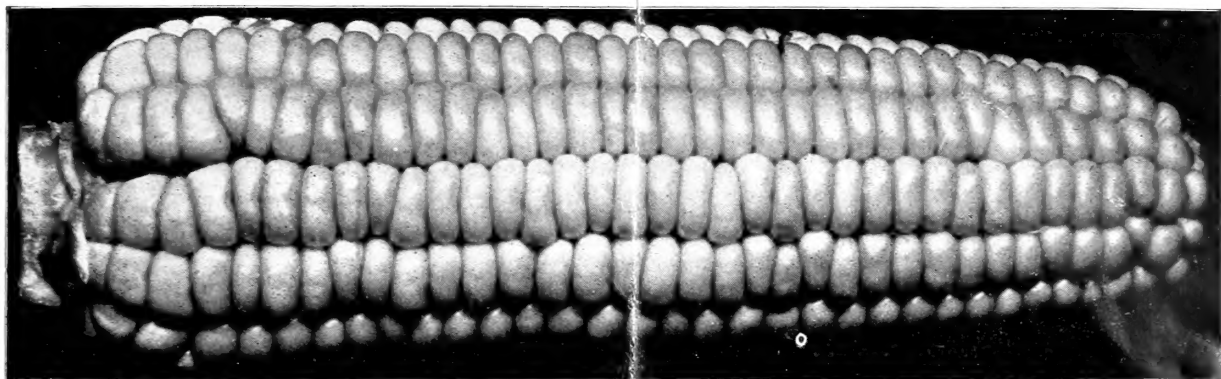
With his ideal in mind we promptly set to work, carefully breeding and selecting the best ears for several years. We now have a distinct and valuable sort which should prove a boon to market gardeners and which will be relished by all who like a good Sweet Corn.

When, more than a month ago, we visited the field of our grower, who has taken care of this corn for us the past two seasons on his farm which adjoins one of our Kirkersville farms, we were highly pleased with the looks of the field. Three weeks of severe dry weather had no effect on Livingston's Early Sugar. The stalks looked as fresh and green as early in the Spring, the heavy, healthy foliage showed no bad effect of the drouth. Stalks averaged six feet tall and plants were free from suckers, which, we think, is responsible for their exceptionally sturdy growth. It is the strongest growing early variety of Sweet Corn we know.

For productiveness and uniformity of product Livingston's Early Sugar is hard to beat. Where 2 stalks stood to a hill, 60 per cent. of the stalks produced 2 handsome large ears. On hills with 3 or more plants we counted from 5 to 7 ears of faultless shape, well-filled to tip.

Ears are set well up the stalk, from 20 to 30 inches above base of plant. They are well protected by a strong husk which prevents worms and insects from doing harm. On the same day we inspected Golden Bantam, Peep O'Day, Premo, Kendel's Giant and a number of other early varieties. All were more or less bothered by worms, while we did not find a single one in the field of Livingston's Early Sugar.

Our illustration herewith shows ear in natural average size. Ten to twelve rows of broad and deep sweet kernels on pure white cob. Each ear a beauty of fine flavor, with very few imperfect grains. We give herewith the opinions of three practical men and farmers who have either grown the corn or tried it upon our recommendation. They all sound very much alike. Yet, every man wrote his letter absolutely independent of the others opinion.



Electro No. 3

**Our Grower Writes:—**

"I have grown Livingston's Early Sugar Corn for two years and find it by far the largest and best extra early sort in cultivation. The stalk is large and strong and without suckers. The ears are of large size and grow well up the stalks. The table quality is the very best."

**One of our neighbors, a critical market gardener, says:—**

"I have examined Livingston's Early Sugar in all its stages as a market corn and consider it one of the new things market-gardeners will seek regardless of cost. Its eating quality is superior to any early Sweet Corn we ever had on our table."

**Our Farm Superintendent Reports:—**

"Livingston's Early Sugar Corn has been grown under my supervision the past three seasons. Compared with other well-known sorts it proves very distinct and meritorious. It deserves to be classed among the first earlies. Has good stalks, free from suckers. Ears are set 24 to 30 inches above ground on short joints which make pulling easy. Sixty per cent of stalks produce 2 good ears, averaging 7 inches long, 2½ inches in diameter with 12 to 14 rows of deep, broad grains on white cob. In fair season, Livingston's Early Sugar will be ready for table use in 60 days from date of planting."

We introduce this corn with full confidence in its merits. As a market corn it has a future. By getting it before your customers this season it will make friends for you in years to come.

Electro No. 4

**For Prices and Selling Suggestions See Next Page**



Electro No. 5

# Prices and Selling Suggestions

We shall list this new Sweet Corn in our Retail Catalog as follows:

**Packet (containing about 75 seeds) 15 cents, 3 for 40 cents, postpaid.**

## Wholesale Prices and Conditions

All purchasers of Livingston's Early Sugar Corn are required to offer it at above rates during the season of 1911. To those maintaining these prices we shall supply the seed at the following prices:

100 Packets or more at					10c. per packet		
500	"	"	"	"	8½c.	"	"
1000	"	"	"	"	7½c.	"	"

Seeds will be supplied in plain bags containing name of corn only.

## To Help You Sell This Corn

We shall supply *duplicate electros* of any illustration reproduced in this circular *free* to those who catalog Livingston's Early Sugar under that name and sell it at our retail prices as mentioned above.

## Original Halftones

Of any line screen may be had at 15 cents per square inch. We can have these halftones made any size to suit your requirements. In case your order exceeds 500 packets during the season we shall credit your account with amount charged for halftone.

Do not cut this circular but preserve it for future reference. Utilize descriptions supplied on separate slip. Additional prints of any illustration for catalog make-up will be supplied on request.

# The Livingston Seed Company

## Columbus, Ohio